

## **Historic, archived document**

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Home  
of  
the  
Everbearers

Plants  
by  
Mail  
Our  
Specialty



Residence of C. N. Flansburgh, Round Lake Fruit Farm, R. 7, Jackson, Mich., one mile south of Michigan Center.

Yours  
for  
Life  
Worth  
Living  
in  
Country  
or  
in  
Town

**FRIENDS**—Owing to the drouth last season, the scarcity of plants, and our own limited supply we are cutting out all unnecessary expense for printing, advertising, etc., for 1924, using the extra money instead in our plans for irrigating to insure the future, not only for the plants but for the finest berries that can be produced. Doubtless there is nothing grows in garden or field that will pay this extra cost like strawberries, especially the Everbearers, always on the job throughout the summer and fall as well as in the spring.

Much may be done by thorough cultivation throughout the season to hold the moisture in the soil except while still under mulch for the June fruiting, which also helps, but following the drouth of 1922, there was little water in the soil last spring, and the drouth got us all around in the middle of the June fruiting cutting the crop one-half and so continued with but little rain after that to the middle of September. It was strawberries that paid for the old home farm over thirty years ago. Since then there has been lack of rain and long hard drouth at times but with two such seasons in succession and the greater possibilities with the Everbearers nowadays we are looking forward to the future as you may believe.

So far we have installed a pumping outfit connected with unlimited supply of water from the nearby lake, forcing it through underground pipe about 400 feet to just back of the house and above ground sufficient for an elevated tank. We also have two oscillating sprinkling machines double length, 40 feet, or 80 feet, coupled up, each with a motor that does the oscillating when attached to tank or hydrant from the pipe—easy for two to carry about from one place to another as needed. By other lines of underground pipe, some already laid, we plan to extend this system, flooding the ground through the rubber hose and larger canvas hose to let the water out easy, or sprinkling with these machines as desired. This way there will be nothing in the way when fitting the ground or at any time to interfere with plow or cultivator.

We have 84 acres here all told including the grove on Round or Grove Lake, some other woods and wild, a pleasant place to live, growing corn and clover in rotation with the berries, but aside from our plant trade long established, our only money crop for many years has been strawberries. We do not want to make our farm a factory for all the plants or berries we could grow and sell but rather what we can do among ourselves with as little out-

side help as possible for that quality that counts, keeping watch for new varieties of merit but continuing to grow only such as we have found the most profitable for our own fruiting. With our plant trade in the spring from April 1 to May 15, followed by the regular June fruiting and then the Everbearers again from sometime in July to cold weather in the fall there is always something doing. We keep two horses for the heavy work and have a garden tractor with riding cultivator that haws and gees and backs up when you want it to and does fine work, but as for me, it's lucky that I like to hoe.

C. N. F.

## PROGRESSIVE (Per.) (Everbearing)

Originated in 1908 by Harlow Rockhill of Iowa, the originator of Americus, Francis, Iowa, and others. Parentage Pan-American and Dunlap—the only plant saved out of 4,000 seedlings.

Progressive is the most vigorous and thrifty grower of any of the Everbearers that we list. With tall, luxuriant foliage to protect the bloom and fruit from the hot sun and frosts. Practically every blossom makes a berry and every berry makes a perfect fruit. Medium in size, dark red, fine quality and produced in great abundance on the spring set plants and runner plants throughout the summer and fall—the first of all varieties, whether June or Everbearing, to ripen on the year-old plants in spring.

We realize it would be an error for us to underrate or overstate a single feature of this most important variety offered to our customers, in 1913 at \$75.00 per 1,000 plants and selling to our competitors as well, in large amounts. It is not the largest of the Everbearers, averaging in size about like Dunlap. We call it the Dunlap of the Everbearers, reminding us of that grand variety in many ways—both plants and fruit. Like Dunlap—most famous of all June varieties—so will Progressive, with its Dunlap-blood, transmitting all its virtues, and others in addition, long reign—a **standard for the Everbearers**.

Next in importance among the well tried Everbearers in our regard comes Americus, Francis, and Peerless. We have no Francis to spare this year, needing all of them for our own resetting. The others are in limited supply, some already promised.



**AMERICUS.**—(Per.) (Everbearing) First of the Everbearers that have proved predominating. A seedling of Pan-American and Louis Gauthier from the same batch of seedlings as No. 1 (Francis), foliage a little larger, a shade lighter in color. A good heavy root system; a better plant maker. Americus is strongly staminate. Plants are strong healthy, and deep rooters. The fruit is firm, medium to large in size, light red, heart shape, of fine texture, quality extra good; fruit stems stout, holding large berries high from the ground, unless repeatedly disbudded it will bear constantly from June to November. A fairly free plant maker and young runner plants begin to bear as soon as they begin to root. When we have had plants to fruit in June it has been among the largest and finest at that time as it is among the Everbearers in summer and fall.

## SPECIAL MENTION

It is now conceded that Howard No. 17 and Premier are the same variety that was originated by A. B. Howard & Son in 1906, but without going into details we believe there is no blame attached to either of the introducers for the mixup. We had thought and it still seems to us that there is a difference, though slight, and we are still keeping them apart as though each were a distinct variety until we have decided which strain of this variety to adopt for keeps.

Above is from our last year's catalog. We are still keeping them apart.

**CHAMPION.** (Everbearing) Claimed to be a seedling of "Progressive." Some large dealers claim it is superior. Its history is obscure. Our plants were from Mr. Lubke, the introducer. We have fruited it two years. Our supply is limited and we have recently ordered several thousand more plants from the introducer for a more extensive planting.

If from seed of the "Progressive" why then it is a new one, however much they are alike. "Progressive" has been growing better year by year with us from the beginning—the money maker here for fruit. We are also out for anything to beat "Progressive" if it can or will.

**GIANT.** (Everbearing) A strong healthy grower, a good plant maker. Fruit medium to extra large in size, round, light red of good quality and fairly firm. We have fruited it two years. Promising. Needs further trial.

**COOPER.** (Per) (New) A June variety. Our plants were from the introducer, spring of 1922. So much was claimed for this variety that we set out all we had left of it last spring except the mother plants which fruiting about midseason produced as well as could be expected. Fruit large, bright, glossy red, good quality. We regard this a promising variety.

**PERFECTION.** (Everbearing) Like many other Everbearers we have tried, make few new plants with us—last season none at all.

## THE JUNE VARIETIES

We are now growing Dunlap, Dr. Burrill, Premier, Howard No. 17, K's Prize, and K's Big Late more extensively for our own fruiting and the trade than all others of the June varieties. The Dunlap is the best known early and midseason variety. "Dr. Burrill" is very similar to "Dunlap"—as good if not better. We want to speak a good word for the Dr. Burrill as a pollinizer for any pistillate or imperfect blossom variety in our list. "Burrill" gains favor every year as more reliable and more valuable than the long time famous Dunlap. Howard No. 17 and Premier are the largest and best among first early varieties as productive as "Haverland" or any other of the old standbys and with K's Big Late or Prize for late it would be hard to pick a better combination for the market among well tried varieties.

With us the early sorts pay best, aside from the Progressive Everbearing—earliest of all varieties, at the regular June fruiting comes Premier and Howard No. 17, Dunlap, Dr. Burrill, K's Big Late, etc.

## READ OUR UNSOLICITED TESTIMONIALS

Extracts from letters from our customers, selected for a purpose:

New York, N. Y., 6, 27, 23. The plants I got from you were received in good condition and have made excellent growth. They seem to be doing well.

I enclose a letter from one of our people in New York and would like to have your opinion about this. I think that some little article on handling these Everbearers would be useful right now. I think there are many who would like to know about these things and if you can give me your experience with them I would like very much to have you. Yours very truly,

H. W. Collingwood, Editor.

Following is from the Rural New Yorker, Aug. 11, 23:

### CARE OF EVERBEARING STRAWBERRY PLANTS

Will you inform me if it is all right to set out Everbearing strawberry plants in August? I have a bed set out last year in the Spring, but would like to start a new one from those plants. New York. J. S. P.

While we do not recommend setting strawberry plants in the Fall, it can be done at any time as soon as the new young plants are big enough, well rooted, if there is plenty of rain, or they can be irrigated, whether they are June or Everbearing. The Everbearers are like the June varieties in all ways except having the everbearing feature in addition, fruiting as abundantly in the Spring, and all at once like ordinary sorts; then a short interval to recuperate, with a thorough going over, cultivating, hoeing, etc., about a month, when they begin to bear again in August, blossoming and fruiting continuously until the ground is frozen in the Fall, as long as anything can grow. We set them out in the Spring, the earlier the better, at the same time we set the June varieties, giving them the same treatment throughout that we do the June varieties, except that after keeping the blossoms picked (pinching off the fruiting stems as they appear) from both kinds until after the blossoming period for the June varieties, or until the plants are well rooted, growing well, about July 10, when the June sorts do not blossom after that. Allow the Everbearers to keep on blossoming and fruiting to their hearts' content, making their first crop before snow flies, about seven months from the setting out, while the common sorts are getting ready for their first crop the next June, 15 months from the setting out.

This first crop of the Everbearers, beginning to fruit about three to four months from the setting out, does not seem to hurt them in the least from fruiting as abundantly the next June, going to show that when allowed to fruit at will moderately but continuously there is little or no strain or pull on their vitality and fruiting vigor by making a good crop in this way throughout the longer fruiting season, or that they are harder than the June varieties, as well as doubly productive, counting the four crops from the Everbearers to two crops of the June varieties in a like period of time; about 26 to 27 months from the setting out of both kinds.

We have been growing these varieties from the start, having tried out many so-called Everbearers before the advent of the Pan-American (all-American) forerunner of the improved varieties today, among which we regard Progressive as our main dependence on the market, the most important of all well-tried varieties today, whether June or Everbearing.

We set out all varieties regularly each Spring plowing under nearly all of them after each June fruiting, except Progressive that we aim to save in large amount as possible to fruit throughout the Summer and Fall for the nearby city market. Whenever dug for plants in Spring we aim to save the mother plants of this variety, giving them thorough cultivation throughout. If growing entirely for fruit we should grow hill culture from the start in 2-ft. checkrows to cultivate both ways or in 3-ft. rows with plants about 14 in. apart in the row. Hill culture is the ideal way to grow strawberries, and these Everbearers are ideal hill culture varieties.

Michigan.

C. N. FLANSBURGH

Charlevoix, Mich., March 6, 1923. Your catalog came some time ago. I am glad to know that there is one strawberry man who is not crazy about the Champion. I ordered 100 of them from the introducer and planted them side of the Progressive and in growth of plants, productiveness, size of berry, and quality they were in no way superior to Progressive. There was one plant that bore an extra large crop—more than any of the Progressive. I will want some more of your Progressive later on if I can spare the money. H. C. NEWMAN.

NOTE—See elsewhere about the Champion—under Special Mention. Some say they are the same variety. A nearby customer, strong for the Progressive, got Champion of us last spring and said it was as good or better. Reports vary but none deny it is a good variety.

Muncie, Ind., 4, 10, '23. Enclosed find \$21.00 and order. Mr. Geo. S. Waid recommended you to us. F. M. WHEATLEY.

Golden Rule Farm, Fillmore, Ill., 3, 5, '23. Enclosed find check for Progressive Everbearing. I got some Progressive of you a few years ago and they did splendid. The next time I ordered Dunlap and Superb. The Dunlap did fine but the Superb were a failure with us. B. D. RUNYON.

Plymouth, Maine, 5, 12, '23. The strawberry plants came in fine condition and are extra fine plants. I thank you very much for the same. MRS. HENRY NUTTER.

Stockbridge, Mich., Apr. 2, '23. Enclosed find order for Progressive and \$10.00 as part payment. Will send balance when I notify to ship. Those I bought of you last year (through H. V. Jesse) did fine. From the 1,000 Progressive plants I sold \$68.00 worth of berries. I kept the runners off so have no plants.

MRS. CARRIE USHER.

NOTE—Our customer could have let part of them make runner plants for her own resetting but as we believe hill culture for the finest fruit and greatest profit on the market is best we recommend that way—especially for the Everbearers. We have grown this most important of all varieties in all kinds of ways and under all conditions, growing better year by year, since we introduced it in 1913, and we believe we have as good, perhaps the best strain, of this variety in existence. These plants grown hill culture should continue to produce increasing quantities of fruit for several seasons with proper care and thorough cultivation.



**WE GUARANTEE OUR PLANTS** true to name and to reach their destination in good condition by express or mail to all parts of the United States, **up to May 15th**, with the understanding that we shall not be liable for more than the original cost of the plants in any case. Should a package go astray, be damaged or destroyed enroute, or any error we have made, to be notified at once.

All orders promptly acknowledged and notice sent when plants are shipped except when forwarded by mail. **Our certificate of Inspection is attached to every shipment.**

We begin our shipments south as soon as we can dig in spring, about April 1st, sometimes in March. We like to have our customers **say when** or proper season, or ship when notified and let us know a few days in advance. **We do not substitute without permission.**

**Terms:** Cash with order, but orders will be booked to hold if part payment is enclosed, the balance to be sent before shipment. Remit by Postoffice or Express money order, bank draft or check or small sums in one or two cent stamps. **A check is often more convenient** for our customers and by courtesy of our bankers is equally acceptable with us.

To those who order—say two or five dollars worth of plants, our own selection for a home garden—please state if Everbearing or June fruiting only, or about what part of each, also what kind of soil.

**WE DO NOT SUBSTITUTE WITHOUT PERMISSION** but if you order late and are waiting for the plants, such permission may avoid delay, since we are liable to be sold out of something in your order. We are here to please and satisfy and not to disappoint you by returning orders if it can be helped, but more than all to do business on the level, and we never take this liberty without permission.

## HILL CULTURE

Set out in three foot rows the plants 14 inches in the row (about 12,000 plants per acre) or in two foot check rows to cultivate both ways (about 11,000 plants per acre). Keep plants disbudded until well established (about July 10). Keep off all runners and keep the soil at all times loose and lively by thorough cultivation and repeat—the more you give the more you will receive.

For matted rows we grow the June varieties 3½ feet by 14 to 18 inches in the row (about 6,000 plants per acre).

## PRICE LIST

Six plants of one variety at dozen rates; 50 plants of one variety at hundred rates; 500 plants of one variety at 1,000 rates. (P) for perfect. (I) for imperfect blossoms.

The Everbearers are in blackface type.

	By Parcel Post Prepaid			By Express Not Paid	
	PER 12	PER 100	PER 1000	PER 100	PER 1000
Americus (P) -----	\$0.40	\$2.50			
Bun Special (P) -----	.30	1.60			
Dr. Burrill (P) -----	.20	1.15	\$7.00	\$1.00	\$6.00
Champion (P) -----	.40	2.50			
Cooper (P) -----	.30	1.50			
Early Jersey Giant (P) -----	.30	1.50			
999 (Giant) (P) -----	.40	2.50			
Glen Mary (P) -----	.20	1.15	10.50	1.00	9.00
Haverland (I) -----	.20	1.15			
Howard No. 17 (P) --	.20	1.15	10.50	1.00	9.00
Joe (Big Joe) (P) -----	.20	1.15			
Kelloggs Big Late (I) -----	.20	1.15	10.50	1.00	9.00
Kelloggs Premier (P) -----	.20	1.15	10.50	1.00	9.00
Kelloggs Prize (I) --	.20	1.15	10.50	1.00	9.00
Paul Jones (I) -----	.20	1.15			
Peerless (P) -----	.40				
Progressive (P) -----	.40	2.50	13.50	2.35	12.00
Senator Dunlap (P) -	.20	1.15	7.00	1.00	6.00
Stevens Late (P) ----	.20	1.15			
Uncle Jim (P) -----	.20	1.15			
Warfield (I) -----	.20	1.15			

A few 2 year Concord Grape Vines at 25c each, post paid.

One year Concord Grape Vines, 15c each, post paid.

St. Regis Everbearing Red Raspberry plants, \$1.00 per doz., post paid.

Write us for estimate on 500 to 5,000 Strawberry Plants delivered to your door by Parcel Post prepaid. Fresh dug and no delay.

Willsboro, N. Y., 4, 30, '23. I am enclosing P. O. money order for \$40.50 for which please send me 3,000 Progressive Everbearing plants by parcel post. The Progressive Everbearing I got of you last year. They are wonderful bearers, and the fruit is delicious even to the last picking. HAROLD CURRAN.

Prattsville, Mich., 4, 24, '23. We have heard a great deal about your strawberry plants, so we thought we would try our luck with you. Enclosed find check and order for same. Sincerely, LYNDON McFALE.

Farewell, Minn., 2, 6, '23. Enclosed find order and remittance for 1,500 Progressive and 500 Champion by express about Apr. 15. Last summer was so dry my plants did not set any runners. I would rather pay you \$50.00 for 1,000 Progressive than to be without them. You always have the best plants that money can buy and always true to name. ANTON GABRIELSON.

LATER—5, 9, '23. Enclosed find \$13.50 for 1,000 Progressive by parcel post. I received the 2,000 plants about two weeks ago—nice plants in good condition. These are for another party. ANTON GABRIELSON.

LATER—July 17, '23. My Progressive plants I got of you are in full bloom—green and ripe berries. There is none like Progressive Everbearing. ANTON GABRIELSON.

Pioneer, Ohio, 4, 3, '23. I recommended you to ----- as a fair dealer. He will set out two acres. I wish you would write him what you can do for him. Send catalog. I commenced buying plants of you 26 years ago and always received a square deal. I have quit the business as I am 81. L. A. ROSE.

Bath, Mich., 3, 21, '23. Enclosed please find order and remittance. Mr. C. B. Church loaned me one of your circulars and advised me to order of you. MRS. J. W. YOUNG.

Greensburg, Pa., 2, 13, '23. Enclosed please find P. O. money order for 500 Uncle Jim by Parcel Post. If out of this please return the money but hope you have them. The plants you sent me last year were very fine. Will notify you later when to ship. J. M. REMALEY.

Greensburg, Pa., 2, 23, '23. Enclosed find check for \$2.00 as part payment and order for 1000 each Uncle Jim and Glen Mary. Please book and hold these plants for me to be shipped when I remit the balance with instructions. My neighbor, J. M. Remaley, who gets his plants of you, recommended you to me. C. C. MARTZ.

Howard City, Mich., 4, 12, '23. Please send me 500 Progressive Everbearing strawberry plants. I bought 500 of you three years ago and they are wonderful. Don't substitute. MRS. ALLEN EDGERLY.

Quinebaug, Conn., July 30, '23. How did your berry crop turn out last spring? Mine was excellent. Never finer at the June fruiting. How was Howard and Cooper? I will want some in the spring. I like Progressive, but tell me more about the Champion. I will buy my plants of you. I like your way of doing business. Please advise me, etc. THOS. LYNCH.

Fayette, Ohio, 4, 23, '23. Please send at once by Parcel Post as follows . . . . . If out of any send other good ones as it is getting late. I have bought strawberries of you before and like them. See check enclosed. F. D. SNYDER.

Muncie, Ind., 4, 14, '23. Your strawberry plants having been recommended, I am enclosing order for 5,300 Premier, Burrill, and Dunlap by express at your earliest convenience. C. A. FREES.

LATER—5, 2, '23. Plants were O. K. I am sending another order for 1,600 more, Premier, Burrill, and Dunlap, not having quite enough. C. A. FREES.

White Cloud, Mich., 5, 9, '23. My plants arrived O. K., are set out and now covered with two inches of snow. Can you send me 500 more Progressive and 500 Dunlap? I want them for a friend. CHAS. V. FRY.

Marinette, Wis., 5, 3, '23. The plants arrived this morning. They are just fine. MRS. M. E. SIBOLE.

## PARCEL POST

Buy plants delivered to your door by Parcel Post  
Fresh dug and no delay.



STATE DEPARTMENT OF AGRICULTURE  
**CERTIFICATE OF NURSERY INSPECTION**  
No. 2780

This is to Certify, that I have examined the nursery stock of C. N. Flansburgh & Son, Jackson, Michigan, and find it apparently free from dangerous insects and dangerously contagious tree and plant diseases.

This certificate to be void after July 31, 1924.

East Lansing, Mich.,  
Oct. 31, 1923.

Bureau of Foods and Standards,  
W. P. HARTMAN, Director.

1892

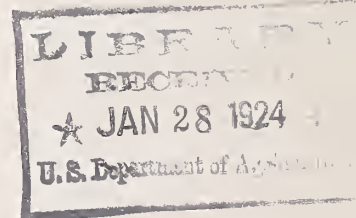
1924



TRADE MARK

C. N. Flansburgh & Son  
Jackson - Michigan

Choice Strawberries  
High Grade Plants



U. S. Dept of Agriculture  
Washington  
D. C.

